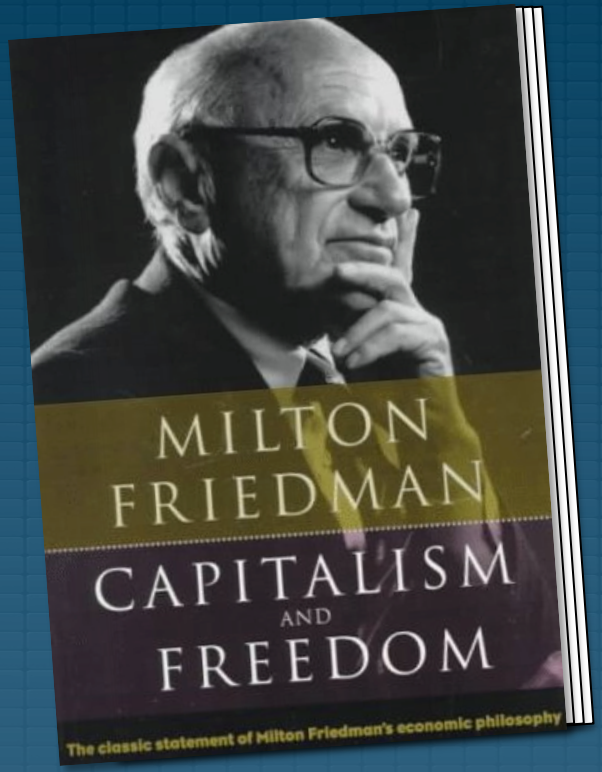
The Committee on Financial Services

★ Jeb Hensarling ★

Candidate for Chairman

113th Congress

Guiding Principle



Republican Policy Goal

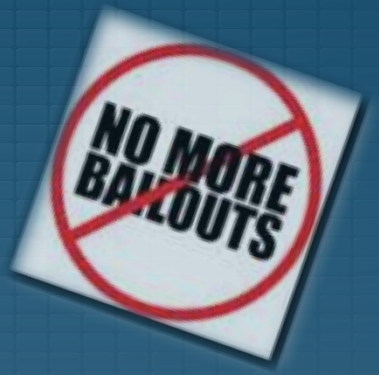
Promote economic growth by fostering the deepest, most liquid, competitive, efficient, innovative, and transparent capital markets the world has ever known

Legislative Priorities

- Restore market discipline to our capital markets by reducing moral hazard, crony capitalism and by ending "Too Big to Fail"
- Reduce the volume, weight complexity and uncertainty of the red tape burden facing financial institutions, much of which is imposed by Dodd-Frank

"…Texas Republican Jeb Hensarling, who has long called for abolishing the bailout program."

-*Wall Street Journal*



Legislative Priorities

- Gradually transition to a private competitive mortgage market by winding down Fannie Mae and Freddie Mac, reforming the Federal Housing Administration (FHA) and ensuring federal low income housing programs, promote opportunity rather than dependency

- Redirect the Federal Reserve to a predictable, rules-based monetary policy that ensures long-term price stability and clarifies the lines between fiscal and monetary policy

"Rep. Jeb Hensarling (R-Tex.), who has been one of the fiercest critics of the GSEs, or government-sponsored enterprises, on Capitol Hill…"

-Washington Post

Why Me?

- Experience and Credibility
- Service and Leadership
- Innovation
- Communication

"The role of anti-regulatory, free-marketer on the House Financial Services Committee has apparently been passed to Texas Republican Jeb Hensarling…"

-Credit Union Journal

Experience and Credibility

Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee

- Vice Chair, Financial Services Committee (112th Congress); Ranking Member, Financial Institutions and Consumer Credit Subcommittee (111th Congress)
- Carried a community bank regulatory relief bill, major provisions of which were signed into law in October of 2006
- Author of comprehensive legislation to reform Fannie Mae and Freddie Mac
- Introduced the only legislative alternative to the Emergency Economic Stabilization Act (which created TARP)
- Recognized as having one of the first comprehensive GOP assessments of the root causes of financial crisis as the House Republican appointee to Congressional Oversight Panel for TARP

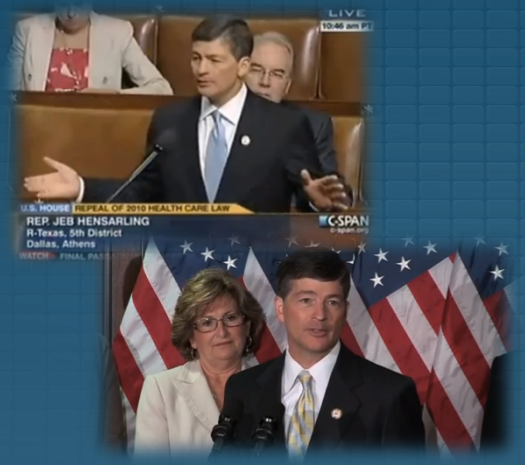
"He has forged a reputation as an active committee member who chooses his battles wisely and takes time to learn the issues…"

—*American Banker*

Experience and Credibility

Active 5-term Financial Services Committee Member up to the Challenge of Leading the Committee

- Served as a conferee to the Dodd-Frank Conference Committee and co-authored the Republican alternative to the Dodd-Frank Act (H.R. 3310)
- House Republican Appointee, Congressional Oversight Panel for TARP (111th Congress)
- Experienced in managing bills on the Floor and presiding over committee markups



"Hensarling was at the forefront of the GOP's unanimous opposition to financial regulatory reform."

–CBS News

Service and Leadership

Service to the Conference (Non-Financial Services Related)

- Chairman, Republican Conference (112th Congress)
- Chairman, Republican Study Committee (110th Congress)
- Chairman, Republican Study Committee Budget & Spending Task Force (109th Congress)
- Member of the House Budget Committee (108th Congress – 111th Congress)

"Hensarling forcing Barney Frank to foul out in the first quarter is a good sneak peak at what the committee debate will look like under a Chairman Hensarling," a House Republican aide told The Washington Examiner.

–*The Washington Examiner*

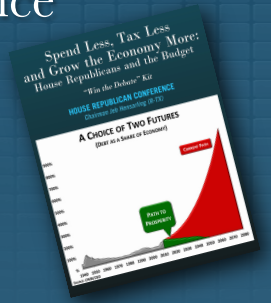
Service and Leadership

Service to the Conference (Non-Financial Services Related)

- Vice Ranking Member, Budget Committee (111th Congress)
- Deputy Whip Team (111th Congress-present)
- Chairman, House Republican Conference Advisory Committee (111th Congress)
- Member, Whip's Economic Advisory Working Group (111th Congress)
- Member, House Republican Conference Tiger Teams (111th Congress)
- Member, America Speaking Out Advisory Group (111th Congress)
- Winner, House Republican Conference Ronald Reagan Award (109th Congress)
- Co-Chairman, Joint Select Committee on Deficit Reduction (112th Congress)
- House Republican Appointee, National Commission on Fiscal Responsibility and Reform (111th Congress)
- Conferee, the FY2010 Budget Resolution Conference Committee (111th Congress)

Innovation

- Founded GOP Conference Member Services University to equip members with cutting edge tools for upcoming messaging battles and member office operations
- Created "Win the Debate Kits" that provided in-depth summaries, debate-framing talking points, critical data and sound bites on major legislative topics
- Initiated a comprehensive, third-party survey to elicit feedback from chiefs, legislative directors, communications directors and district directors to improve Conference products and services
- Developed a new streamlined process of providing Constituent Work Week kits to members that provided earlier and more meaningful access to resources
- Founded the Golden Hard Hat program to encourage jobs messaging throughout the conference



MEMBER SERVICES UNIVERSITY

GOLDEN HARD HAT

Innovation

- Established a working group for member retreat planning with a cross-section of the Conference to ensure members were able to help plan their retreat
- Provided Conference with macro-messaging guidance at the beginning of the year that proved to drive paid media for the general election campaign throughout the year
- Created new RSC task forces to utilize member talents
- Expanded the RSC Founders group to ensure that RSC became a more member-driven organization

Communicator on the Important Issues

Notable Op-Eds

THE WALL STREET JOURNAL.

"Dodd-Frank's Unhappy Anniversary"
by Rep. Jeb Hensarling

POLITICO

"Dodd-Frank Act a Confidence Killer"
by Rep. Jeb Hensarling

THE HILL

"Behemoths Fannie and Freddie Bankrupting the US"
by Rep. Jeb Hensarling

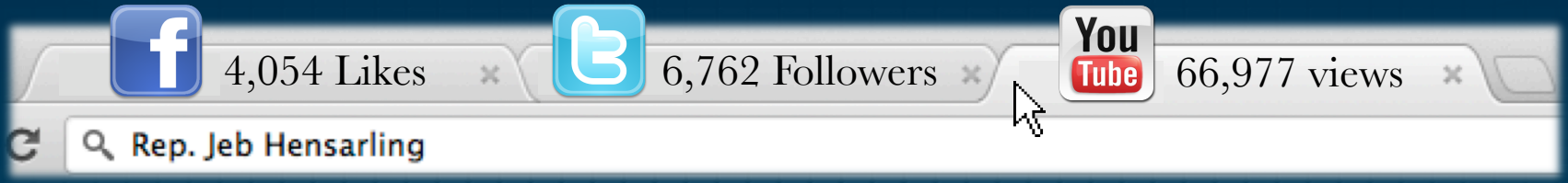
The Washington Times

"When Risk is Outlawed"
by Rep. Jeb Hensarling

CNBC

"Dodd-Frank at One Year is Nothing for Job Creators to Celebrate"
by Rep. Jeb Hensarling

"…a leading Republican voice on financial issues."
—*Washington Post*



189 National Television Appearances in the last 4 years

Communicator on the Important Issues

New Ideas

- Provide dedicated and aggressive coalitions outreach
- Conduct individual meetings with all FSC members at the outset of the 113th Congress to ensure the committee understands each Member's individual goals and each has an opportunity to have meaningful participation in the committee's work
- Invigorate the new Member orientation program and ensure that it aligns with the goals of the Conference
- At the outset of the 113th Congress, forge consensus on the committee's vision, goals, strategy and legislative priorities
- Establish an ongoing "Financial Services Policy Forum" modeled after Conference Member Services University
- Establish regular committee member meetings to improve both internal and external communications and to measure committee success

My Commitment

As the Financial Services Chairman, I will…

- Listen before I lead
- Be held accountable for the position of trust
- Help committee members achieve their goals
- Empower all conference members to win the debate before casting their vote
- Ensure the committee truly makes a difference in advancing our principles